



IL GALLO CEDRONE

LA TAVERNA DELL'HOTEL BERTELLI

PRESS RELEASE: IT WAS THE OCEAN

Madonna di Campiglio, Autumn 2025

The sustainability journey that began five years ago with Hotel Bertelli's ISO21401 certification - the hotel that is home to **Il Gallo Cedrone** - has taken shape in a work that embraces every organizational aspect of the company. It gives value to the network of local producers, requires the choice of sustainable raw materials, the proper management of waste, but also the protection and training of collaborators.

In this scenario, the fight against food waste takes on special significance. The new recipe **TRENTODOstriCa** (Trentodoc + Oyster) becomes a concrete and virtuous example.

The recipe is created with Trentodoc and Italian oysters, usually from producers with whom we are beginning a shared path of sustainability.

But what happens when you work with products so perishable, so precious in value?

Before service, the oysters must be opened and prepared in sufficient number - during service there is no time - yet some are left unused.

In the same way, some wine poured by the glass remains in the bottle at the end of the evening. Here comes the intuition: freeze the oysters in their own water, transform the wine into jelly. Waste falls to zero.

Then begins the most engaging part: finding the right proportions, the perfect presentation, the name, the colors, the story to tell, and its place in the tasting menu.

It may sound easy, but countless hours and countless trials are needed to reach the desired outcome.

Suggestions. They are truly fascinating in this project.

Let us start from 2003, when the summer festival *Mistero dei Monti* in Madonna di Campiglio told the genesis of the Dolomites with an evocative title: **"The mountain was the ocean."**

Starting point: ***It was the ocean.***

Extraordinary marine fossils, now at more than 2000 meters of altitude, speak of a prehistory of geological upheavals that transformed the sea into the spectacular skyline of the Dolomites.

Another suggestion: the oyster, frozen in its own water, takes on the texture, the forms, the veining of marble. Magnificent!

And then, grated like snow, it melts over the jelly, releasing all its aroma and flavor.

The *Trentodoc* jelly— a happy transformation of the sparkling wine born at the foot of the Dolomites, emblem of the quality agriculture that defines Trentino.

Final touch: the decoration of the dish with lichens, so typical of the mountain landscape, yet so visually reminiscent of coral reefs.

I close with a thought that returns to the years of my youth, when "oysters & champagne" were the glamorous symbol of lifestyle and seduction. An **aphrodisiac** déjà-vu.

Marco Masè



IL GALLO CEDRONE

LA TAVERNA DELL'HOTEL BERTELLI

PRESS RELEASE: IT WAS THE OCEAN

Introducing the dish

IT WAS THE OCEAN. MARINE FOSSILS TELL THE STORY OF THE GENESIS OF THE DOLOMITES AND LEAVE US INCREDULOUS - OR PERHAPS SIMPLY FASCINATED. THE SUGGESTION BECOMES AN EXCLUSIVE RECIPE, THE FRUIT OF EXPERIENCE AND INTUITION, WHICH ENHANCES OUR WORK AND GIVES LIFE TO A CAPTIVATING INTERPLAY OF TEMPERATURES AND TEXTURES, BETWEEN THE TRENTO MOUNTAIN BUBBLES AND THE MOST ICONIC OF MOLLUSCS:

TRENTODOSTRICA
APHRODISIAC

TRENTODOC IN MOUNTAIN HERB-FLAVOURED JELLY, WITH FROZEN OYSTER MARBLE FINELY GRATED LIKE SNOW ONTO THE DISH. GARNISHED WITH LICHENS REMINISCENT OF CORALS. DELICATE IODINE AROMAS AND A SALINE TOUCH - A PRELUDE TO AN EVENING OF JOYFUL MADNESS.



QUEEN'S GARDENS - BRENTA DOLOMITES



LICHENS

THE ICONIC



IL GALLO CEDRONE

LA TAVERNA DELL'HOTEL BERTELLI

PRESS RELEASE: IT WAS THE OCEAN

Making Trentodoc jelly

The jelly preserves all the aromas of the wine, but thanks to the boiling process the alcohol evaporates, making the preparation completely alcohol-free. It contains no preservatives or colourings. The jelly can be infused with mountain herbs such as mint, thyme, mountain pine or fir. It is stored in sterilised glass jars with lids and once cooled, labelled with the date.

Ingredients (serves 5 jars):

- 750 ml Trentodoc wine
- 7.5 g agar-agar or 7.5 sheets of gelatine
- 20 g caster sugar
- Mountain herbs to taste

The process is simple, and the jelly can be stored in the pantry just like jam, ready to use whenever needed. Pour the wine into a small saucepan, add the sugar and thickener, and stir over high heat. Bring to the boil, then add the herbs, either in leaves or powdered form. This takes about 20 minutes. If using gelatine, first soften it in cold water, then squeeze and add it to the saucepan 5 minutes after the mixture reaches boiling point. Turn off the heat and pour into previously sterilised jars. Seal the jars tightly and turn them upside down. Allow to cool until the wine jelly sets. Store in the pantry for up to 18 months. Once opened, keep refrigerated and consume within 2–3 months.



THE DISH



IL GALLO CEDRONE

LA TAVERNA DELL'HOTEL BERTELLI

THE GALLO CEDRONE'S APPOINTMENTS - AUTUMN 2025



#MWW25

MILANO WINE WEEK 2025, OCTOBER 5TH - 6TH

GRAND TASTING SUNDAY, 5 OCTOBER, MARRIOTT HOTEL MILAN. THE MOST PRESTIGIOUS TASTING OF MILAN WINE WEEK, WHERE YOU CAN DISCOVER AN EXCLUSIVE SELECTION OF LABELS CREATED SPECIFICALLY BY THE 100 SOMMELIERS INVOLVED. IT WILL BE AN OPPORTUNITY TO IDENTIFY THE STYLE, IDENTITY AND PROFESSIONALISM OF EACH ONE. A GREAT WINE LIST, SIGNED BY ITALY.

[BUY THE TICKET](#)



AUTUMNUS

OCTOBER 2025, 9TH TO 19TH

THE MADONNA DI CAMPIGLIO TOURIST BOARD IS PARTICIPATING IN THE 'AUTUMNUS' EVENT IN MOSTRA SQUARE IN TRENTO WITH A STAND DEDICATED TO LOCAL RESTAURANTS AND PRODUCERS. ON 10, 11 AND 12 OCTOBER, IL GALLO CEDRONE WILL PRESENT A PREVIEW OF ITS NEW PROJECT, IT WAS THE OCEAN:

TRENTODOSTRICA

ITWASTHEOCEAN

TASTING + GLASS OF TRENTODOC € 20,00